



NOT TONIGHT DEAR, I'VE GOT A BUSINESS TO RUN!

Enrich Your Marriage While Prospering in Your Business

by Dr. Patty Ann Tublin

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If you're looking to start a business and you're married and have kids, then Patty Ann Tublin's new book *Not Tonight Dear, I've Got Business to Run!* is a must-read before beginning that entrepreneurial journey. The acclaimed relationship therapist and entrepreneur reminds aspiring and existing business owners that launching and building a business isn't only a personal journey. It's a choice and path that involves one's entire family, whether they're participating in the operation of the business or not.

Given that half of all American marriages end in divorce and nine out of 10 small businesses fail, Tublin comes to the rescue with a book chock-full of questions

SUCCESS Points

From this book you'll learn:

- How to determine if entrepreneurship is the right choice for you and your family
- How to establish your and your spouse's "risk tolerance" and apply that to starting a business
- Ways to adjust expectations when starting a business leads to a shift in spousal roles
- Tips for maintaining a strong relationship even when running or partnering on a startup

and challenges couples should consider before taking the leap into entrepreneurship. She seeks to answer the question, "How can we be successful in our careers without sacrificing happiness in our marriage and family life?" While Tublin's book is geared toward women, anyone starting a business can benefit from her advice and exercises.

One of the most critical issues she addresses is money.

Not only is money management central to starting and maintaining a business, it's also the issue most likely to

divide couples in any relationship, regardless of whether one or both spouses are pursuing entrepreneurship. "If you are risk-averse, marriage to an entrepreneur will be a formidable challenge for you," Tublin points out. So how do you handle a situation where one partner is gung-ho to risk everything and the other is terrified of giving up financial security?

You compromise.

But Tublin knows compromising is more easily said than done. The chapter on money offers a vivid example of the type of detailed exercises Tublin leads readers through. The money exercise helps couples identify their deepest feelings about money and how it should be handled, what they're willing to compromise on and what they're not, and how to meld two different expectations into one workable solution. For instance, she recommends that an entrepreneur married to a risk-averse spouse establish an agreement about exactly how much money the couple will invest in the business for a given period and set up a plan for maintaining financial stability even if the business venture is slow to take off or fails completely. That might mean taking time to put six months of living expenses away in a savings account before launching the business.

"Each partner can agree to compromise on an issue for a very specific time frame and then agree to re-visit this compromise at the designated future time," Tublin says.

Whether you read Tublin's book in full or digest a chapter here or there that applies to the particular entrepreneurial challenge with which you are coping, her advice and written exercises will guide you and your spouse through all the possible points of conflict and how to address them before they negatively impact your business... and, more important, your family.

SUCCESS MAGAZINE EDITOR RATING: ★ ★ ★ ★

About the Author

As a successful entrepreneur, corporate consultant, and licensed therapist, **Dr. Patty Ann Tublin** knows a thing or two about juggling responsibilities while not sacrificing happiness in her marriage or family life. She has helped hundreds of corporate and entrepreneurial businesswomen create thriving businesses while still retaining their personal happiness. In addition to being a sought-after speaker and author, Dr. Tublin is an internationally recognized relationship and communication expert.

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